

Goal 1:

PROVIDE SUPERIOR SERVICE TO IDAHO BY FULFILLING OUR CORE STATUTORY RESPONSIBILITIES

OBJECTIVE

Protect the public, animals and environment using regulation and education.

STRATEGIES

- Offer superior protection to the public and agriculture industry by focusing resources on animal and plant disease control and prevention.
- Devote department resources to address public concerns regarding animal care and water and air quality.
- Conduct routine inspections and respond to complaints; use regulatory actions when necessary.
- Work with the agriculture industry to identify Best Management Practices and provide engineering, worker/farm safety and other technical support.
- Continue to educate the agriculture industry about environmental stewardship and statutory obligations.
- Provide the public with timely and accurate information about regulatory and monitoring activities.
- Support full implementation of a records management program.

DESIRED OUTCOMES

Idaho's agriculture industry will continue to be robust without adverse impacts on the public or environment. **Consumers will benefit from quality agricultural products.**

Goal 2:

BE A PRO-ACTIVE RESOURCE TO QUICKLY ADAPT TO NEW CHALLENGES AND OPPORTUNITIES FACING IDAHO

OBJECTIVE

Stand ready to address new challenges, such as animal identification, domestic terrorism, invasive species and noxious weeds.

STRATEGIES

- Work closely with the public, agriculture industry and other government agencies to identify emerging issues.
- Seek a stable funding source to combat noxious weeds, including Eurasian Watermilfoil, and invasive species.
- Seek funding sources to continue implementation of an animal identification system.
- Keep legislators informed of new concerns, challenges and opportunities.
- Encourage employee innovation, creativity and forward-thinking.
- Continue to examine the department's organizational and operational framework to find efficiencies.

DESIRED OUTCOMES

The agency will be prepared for any new opportunities and threats, and will quickly respond to each.

Goal 3: CONTINUE TO SUPPORT THE GROWTH AND SUSTAINABILITY OF IDAHO'S AGRICULTURE INDUSTRY

OBJECTIVE

Increase domestic and international sales opportunities of Idaho food and agricultural products to foster industry growth and profitability.

STRATEGIES

- Promote Idaho agriculture products through trade shows, trade missions, in-store promotions, cooking shows publications and other events.
- Increase the identity, awareness and consumption of products grown and processed in Idaho through the Idaho Preferred™ label.
- Increase the use of locally grown and processed products in Idaho school lunch menus and school fund-raisers.
- Increase exports through management of the Idaho Trade Office in Mexico and through partnerships with the state's trade offices in Taiwan, Korea, China and Japan.
- Work to identify and remove trade barriers that prohibit or limit the export of Idaho agriculture products.
- Educate Idaho companies and growers on new marketing techniques and opportunities.
- Foster industry partnerships to address marketing issues such as transportation and biotechnology.

DESIRED OUTCOMES

Idaho's agriculture economy will remain sustainable and viable

Goal 4:

FOSTER CONFIDENCE IN IDAHO'S AGRICULTURE INDUSTRY AND MARKET TRANSACTIONS

OBJECTIVE

Serve the public and agriculture industry by maintaining a strong commitment to those programs intended to safeguard consumer confidence.

STRATEGIES

- Continue to ensure the accuracy and reliability of scales and devices that are used by consumers and producers.
- Remain committed to programs that engender consumer and industry confidence, such as the Fresh Fruit and Vegetable Program, Warehouse Program and the Idaho Food Quality Assurance Lab.
- Respond quickly to concerns and issues raised by industry groups and by the public.

DESIRED OUTCOMES

Market transactions will occur seamlessly and consumers will have a high level of confidence in the quality and accuracy of dealings.